

# HIT THE MOTHER LODE

with plastini's california common



Sarah Walsh

2024 Spring

Capstone – Graphic Design

Department of Art and Art History

**Artist Statement:**

It is said that good design goes unnoticed, but I wish for my designs to be noticed by people. Rather for the technical design aspects but for the ability to enact an emotional reaction to it. I want people to be able to look at something I have designed and have a positive reaction, subconscious or conscious, towards the design and the thing the design is connected to. I don't want to create something simply out of necessity, but I want to create something that people can enjoy and love.

The majority of my work is stylized to be simplistic with few textural dimensionalities to it. I feel as if the smallest amount of detail can in fact showcase a large amount of detail to the overall image. Instead of overwhelming the viewer with complex designs, I prefer to keep it simple so they can get the big picture quickly and in a concise way. Being able to understand what the design is intending to convey is an important key to good design, and I strive for that with each of my designs.

I'm inspired by the idea of someone connecting with my designs, having a deeper feeling towards it simply because it brings them joy. I want my work to represent the idea the client created by bringing people together through one thing. For this, I hope my designs go unnoticed for their design aspects but are constantly noticed for the deeper connections people have to the subject the design may be conveying.

**Title****Original Format**

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Figure 1: Plastini's Motherlode	Illustrator, 14 in x 18 in
Figure 2: Target Holiday Campaign	Illustrator, 11 in x 17 in
Figure 3: Target Holiday Campaign (detail)	Illustrator, 10 in x 11 in
Figure 4: Healthy Aging Posterzine	Illustrator, 16.5 in x 23.4 in
Figure 5: Healthy Aging Posterzine (detail)	Illustrator, 16.5 in x 23.4 in
Figure 6: Easy Chef App	Figma, 390 px x 844 px
Figure 7: Dancing Queen	Procreate, 12 in x 12 in
Figure 8: Cookbook Spread	Illustrator, 17 in x 11 in
Figure 9: Editorial Spread	Illustrator, 17 in x 11 in

# HIT THE MOTHER LODGE

with plastini's california common



Figure 1: Plastini's Motherlode

This Holiday  
*melt*  
Your Worries Away

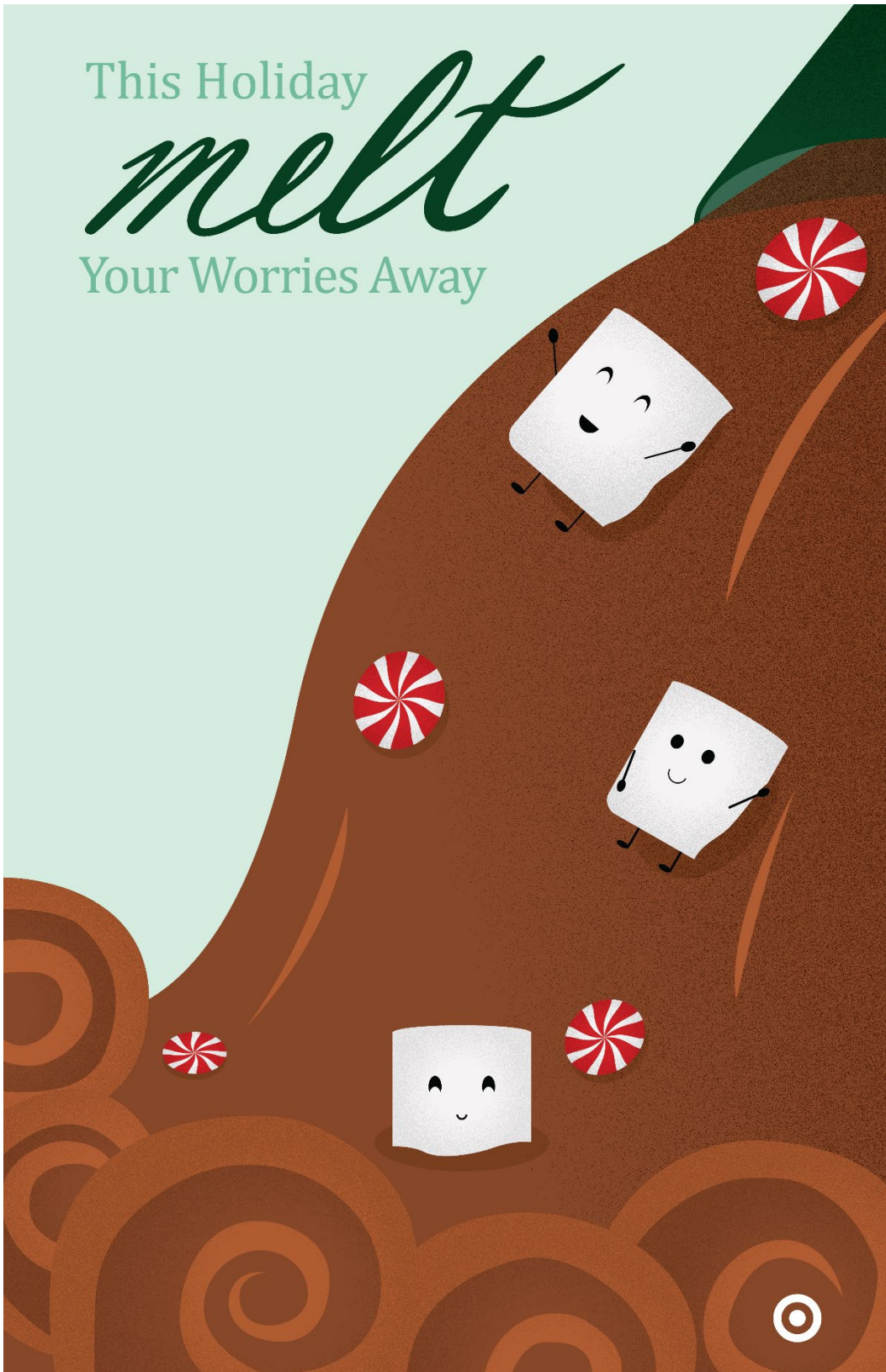


Figure 2: Target Holiday Campaign



Figure 3: Target Holiday Campaign (detail)

# LONGEVITY

Through  
Daily Activity

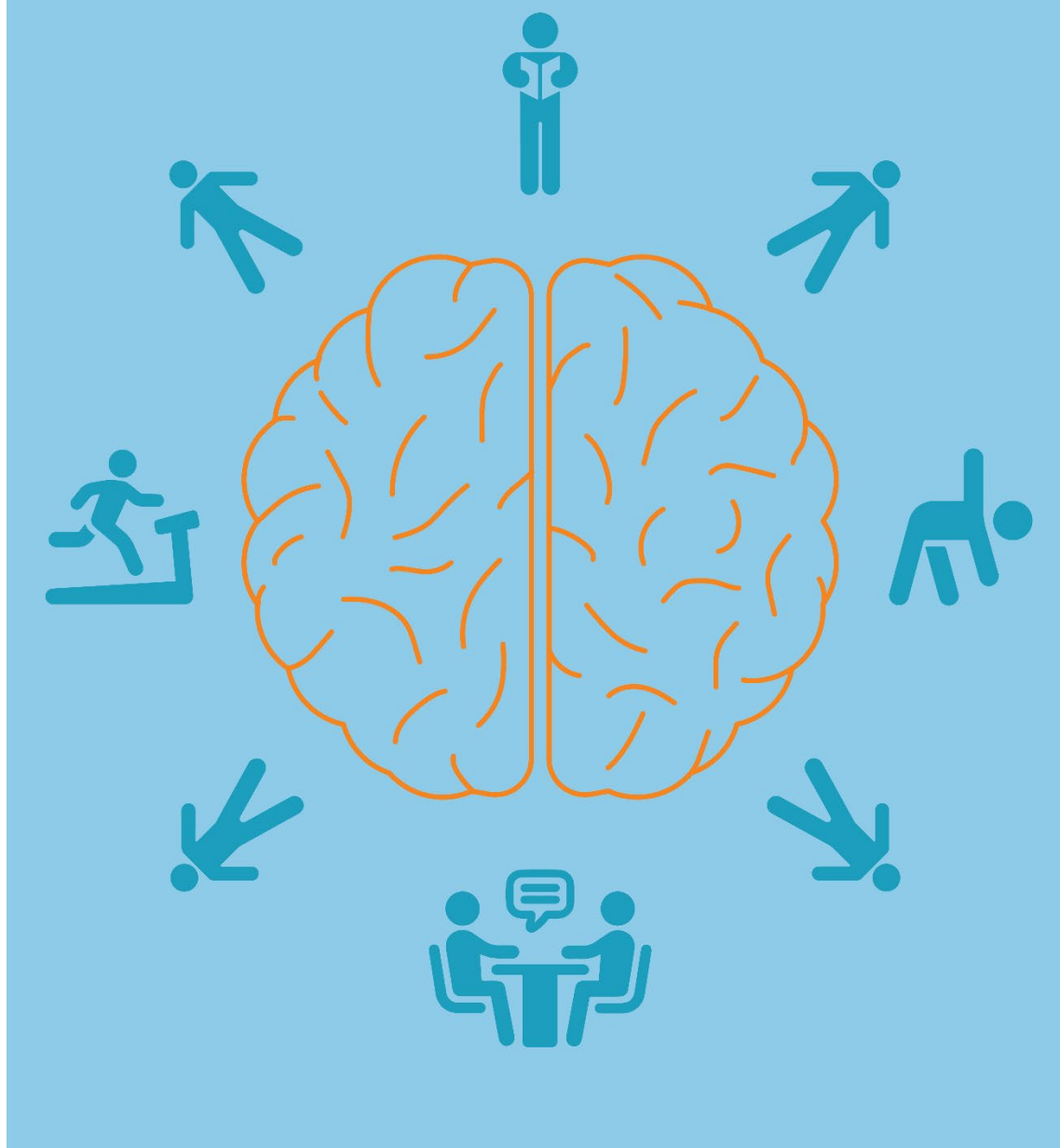


Figure 4: Healthy Aging Posterzine

Research shows that increased in how regular stress and emotions through daily activities can result in more meaningful a meaning and purpose in life. From your brain, your body, and your energy.

address the global challenge of aging. Research teams across CSH's colleges to research, research, and various disciplines, the researchers from various disciplines, the community programs. With over 80 for students and evidence-based aging, providing educational opportunities interdisciplinary research related to healthy aging, research, education, and research. The Center focuses on research, education, and research. The Center focuses on research, education, and research. The Center focuses on research, education, and research.

**Center for Healthy Aging**  
Columbian Health Systems

# LONGEVITY

Through Daily Activity

Designed by Sarah Walsh

## Daily Activities Can Prolong Your Life

Research shows that increased in how regular stress and emotions through daily activities can result in more meaningful a meaning and purpose in life. From your brain, your body, and your energy.

**“The important thing to remember is that its not one thing, if there was one single thing that everyone could do, everyone would do it.”**  
-Niccole Nelson

Research shows that increased in how regular stress and emotions through daily activities can result in more meaningful a meaning and purpose in life. From your brain, your body, and your energy.

Research shows that increased in how regular stress and emotions through daily activities can result in more meaningful a meaning and purpose in life. From your brain, your body, and your energy.

Figure 5: Healthy Aging Posterzine (detail)

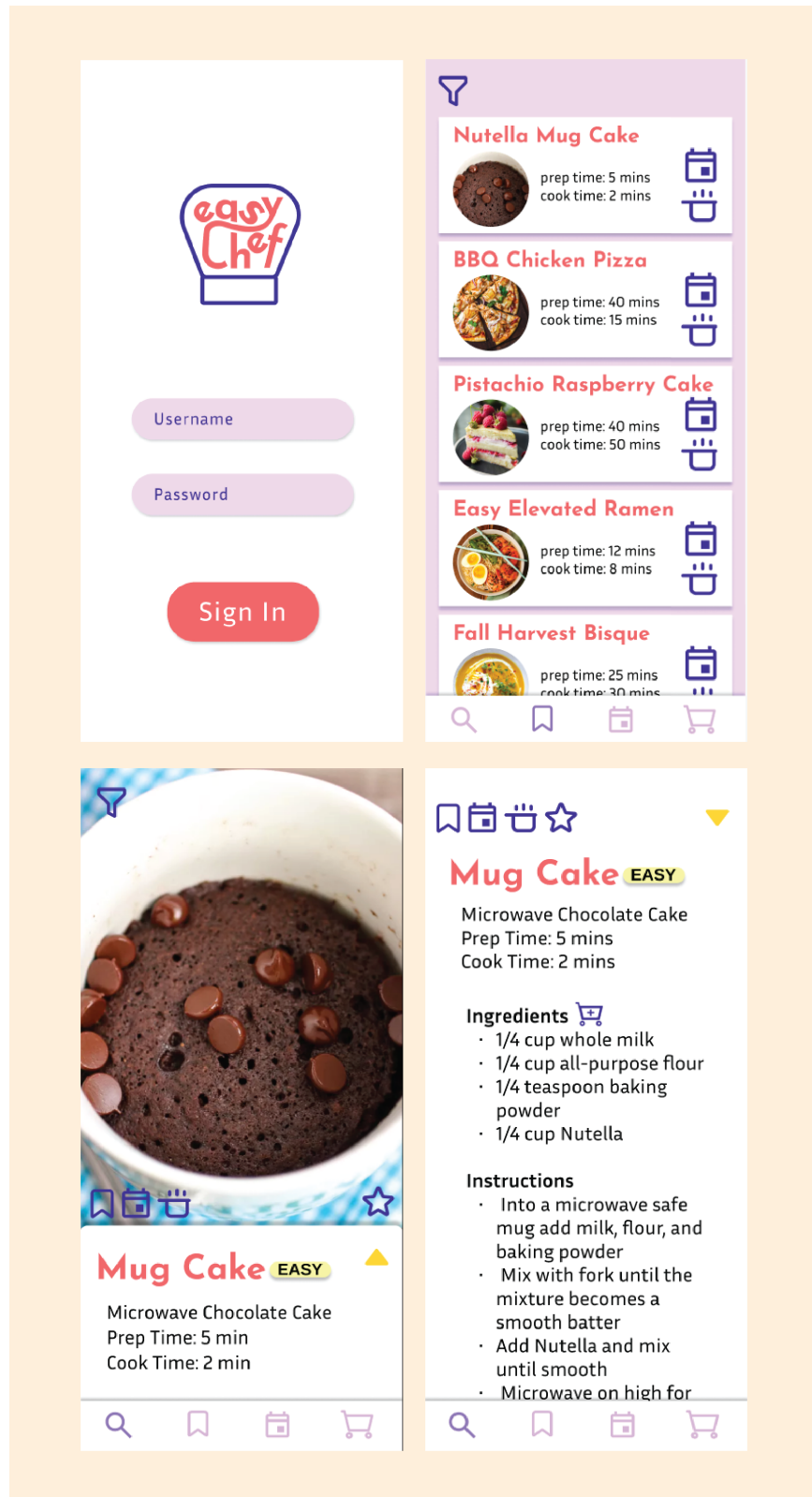


Figure 6: Easy Chef App



**Figure 7: Dancing Queen**



Figure 8: Cookbook Spread



**Figure 9: Editorial Spread**